SYNOPSIS

"ROLE OF FOOD IN DEVELOPING TOURIST EXPERIENCES AT TOURIST DESTINATIONS (DELHI, LUCKNOW, AGRA & MATHURA)"

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INTRODUCTION

For human beings food is the basic need of survival on this planet (i.e. Earth). The primitive man also used to wander from one place to another in search of food to savour their hunger & to live. According to science, food is any nutritive substance that humans, animals, or plants consume for the purpose of survival and growth. Simply put, food is a healthy diet that can be generically categorised as vegetarian or non-vegetarian based on dietary commodities. Commodities that fall under this category include: groceries, delicatessen items, confectionary, bakery goods, meat, poultry, game, fish, vegetables, fruits, nuts, eggs, dairy products, oils, cereals, raising agents, sugar, beverages or drinks, pulses, herbs, spices, condiments, colorings, flavourings, essences, etc. Round the globe food consumption at places of interests has been treated as prime concern as it enables one to memorize the sight / views experiences of that particular place. The consumption of food pattern also explains about culinary experience of tourists, culinary delicacies of particular country, place & community. Almost every traveller eats and drinks out, whether it's for business or pleasure. Nonetheless, it is contended that some visitors eat to satisfy their appetites while others eat at a specific restaurant to sample the local cuisine because it is an important element of their travel itinerary. Since ancient time people used to travel to distant places in order to do business, to see historic monuments or to have an adventure. Now, however, some people are heading towards distant lands / places in order to eat historic food or have a culinary adventure. Food tourism is sweeping the world and is becoming something that everyone should know and understand. Now a days one can see so many advertisements promoting a destination by attracting the frequent travelers by showing the specialties of that place. Therefore the study of role of food plays a fascinating and intricate part in the creation of tourist experiences at popular destinations. According to recent studies on eating habits, eating out is a developing sort of culinary tourism where meals are consumed both for pleasure and as a need, and special events are just as much a part of the vacation as the food itself. The traditional foods are now more widely available thanks to the development of technology and other market factors brought about by globalisation. This has prompted the popular journals Cuisine, Gourmet Traveler, Gourmet cookery, Food and Travel, Tandoori food, Good Food, Indian food, Bakery Review, Beverage & Food World, and radio shows Chef's Table and Splendid Table to make traditional foods a topic on television shows (Master Chef, Turban Tadka, Gourmet Central, Mummy Ka Magic) and other travel shows focused on food itself . It can be challenging to

distinguish between a travel show and a food show when watching 24-hour (round-the-clock) television channels like "Food Food," "Food Network," and others that are dedicated to cuisine and the origins of food. People frequently travel to a destination specifically to experience the local cuisines or to sample the dishes of its "celebrity/master chef," as a result of such technological advancements and their broadcasting raising the tourist's interest in consumption and experiencing the indigenous cuisines of a destination (Michelin star chefs restaurants, Chokhi Dhani etc). In most of the world, cooking shows are now very popular. shows such as “Ramsey’s Kitchen Nightmares”, and “Top Chef”, T.V Shows like “Foodie”, Eating with Popular Personalities, Vinod Dua’s Zaika India Ka are helping ordinary people to understand the ins and outs of all types of cuisines. Cookbook sales have gone through the roof, all because people want to attempt to recreate the dishes that they see on these television shows.

We’ve all seen the little tourist center at the popular vacation destinations. You walk in and the guide will help you to find the best lodging, shopping, and things to do in the area. These tourist centers are a great help to someone who is unfamiliar to the area and just wants to enjoy the sites.

But what about people who traveled to the area specifically to try the cuisine?

The importance of food as a key component of tourism and visitors' experiences has expanded. The fact that travellers look for local culinary experiences when visiting a new location reflects how tourists' relationships with food have altered over time. The goal is to gain understanding about the function that food plays in the tourism and hospitality industries.

To evaluate the subject, a conceptual model of the topic's push and pull factors as well as the tourist experience will be employed. The study on role of food in developing tourist experiences at tourist destinations like Delhi, Lucknow, Agra & Mathura will be undertaken. In detail, this research work will involve Tourists for their perception/s & inputs from hospitality professionals in the hospitality sector about the influence, food has on tourist traffic, as a supporting or as main part of overall experience. This research will also indicate us that how hospitality professionals in the hospitality industry, in Delhi, Lucknow, Agra & Mathura, view local food/ food as an important element in tourism.

Herein, the tourism industry & hospitality professionals are elevating food as a top priority as a possible tourist attraction that could improve the destination experience and attract more tourists at destinations.

RESEARCH OBJECTIVES

The following objectives and questions are the focus of this research work

1. To establish the relationship between food & tourism sector
2. To identify the nature of Food which develop tourism in Delhi, Lucknow, Agra & Mathura
3. To draw meaningful conclusion in terms of tourists attitude towards food.
4. To develop a framework for food strategy to develop tourism activity in prescribed areas.

Undoubtedly, there are a number of reasons why food tourism deserves more research.

1. According to researchers, the modern economy's new need is related to food tourism. In order to decide whether food tourism is a tourism strategy worth developing and funding, it is necessary to investigate it.
2. Food tourism has been linked to authenticity, cultural legacy, and sense of self. The results can therefore be utilised to determine the tourists' demand for such a tourist attraction by analysing the effects of adopting food tourism in the tourism sector.
3. According to research, tourists spend roughly 25% of their income on food. So, this study can highlight the significance of promoting food tourism in order to maximise tourist-related revenue.
4. This study needs to be done since there is a lack of systematic understanding about how cuisine might increase tourism potential in places like Delhi, Lucknow, Agra, and Mathura. I therefore anticipate that this research will act as a platform for discovering practical and strategic guidelines to develop food tourism research in the aforesaid popular destinations.

HYPOTHESIS

Keeping in view the nature of research objectives, following tentative hypotheses have been proposed for the present study.

$H_0$1 : There is no relationship between food & tourism.

$H_1$1: There is a sound relationship exists between food & tourism

$H_0$2 : There is no significant role of food in enhancing tourism experiences at tourist destinations

$H_1$2 : Food element enhances tourism experiences at tourist destinations.

$H_0$3 : Food at destinations doesn't motivate the tourists to visit a particular location.

$H_1$3 : Food at destinations, motivate the tourists to visit particular location.

LITERATURE REVIEW

Though Food tourism is at developing stage of gaining popularity, the idea of "food tourism" is emerging and making a mark for itself in the travel and hospitality sector. As we can all agree, food is a necessity for human life, thus as long as there is life, this industry will continue to expand in line with it, offering new opportunities. The combination of food and tourism, known as culinary tourism or food tourism, has led to the development of less well-known but no less spectacular and deservingly popular foods. Nowadays, food tourism is important to the tourism sector since it influences travellers' decisions about where to go on vacation. Any visitor will often eat out, and they will most likely want to sample the regional specialties. As we often say, food speaks a lot about the people, thereby the information provided gives a broad overview of the locations. The intention is to sustainably preserve culinary history rather than putting new, indiscriminate strain on it.

The main trends and success factors that may be seen in the growth of food tourism in light of this study may include:

- Food as an element in developing tourism activities
- Tourist's preferences towards food / cuisine
- The tourism attractions serve as the foundation of the gastronomic options.

Tourism Management - Ashleigh Ellisa, Eerang Parkb, Sangkyun Kimc, Ian Yeoman

There has been a lot of research done in the previous few decades about tourism, customer satisfaction, the importance of food in tourism, etc. identifying the most suitable analytical tools for such investigations, and in particular for measuring customer satisfaction in such travel experiences at well-known tourist attractions. Many phrases, such as "food and wine tourism," "taste tourism," "gourmet tourism," and most frequently "culinary tourism," "food tourism," or "gastronomic tourism," are evident in the tourism literature that discusses food. Some academicians contend that the last three names are quite similar and occasionally used interchangeably.

Use of Analytical Tools for Measuring Tourist Satisfaction in India

In recent decades, the tourist sector has contributed significantly to the economies of numerous nations. It is an industry that is rapidly expanding and has elevated to the top of many nations' economic agendas. A growing tourist sector is seen in many Asian nations as a potential answer

to problems with their economies, such as low employment rates, a way to generate foreign currency, and increased tax revenues. Many nations have looked at tourism as a way to increase the number of visitors and tourists, which would therefore increase trade and financial gains inside those nations. Regions and tourism sites compete with one another to draw in as many visitors as they can.

Travel Marketing

The basic motivations of travellers to travel are explained when we explore tourism activity. It also discusses the various components that make up the tourist sector as a whole. Visitors go to places that are convenient for them. They need lodging if they plan to stay more than 24 hours in a location. Both leisure and business travellers are welcome to explore destinations and partake in recreational pursuits. So, tourist locations need to have the appropriate amenities and services. How tourist places can provide a variety of products to satiate a wide range of tourists needs to be identified as the primary tourism activity. Urban (or city) tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism, medical tourism, religious tourism, cultural (or heritage) tourism, sports tourism, educational tourism, and business tourism (including meetings, incentives, conferences, and events), among others, are examples of tourism products. In conclusion, we would learn how various locations could appeal to various tourists for a variety of reasons.

Food as an element in developing tourist experiences (*A case study of the Finnmark region in Northern Norway* Alita Dagmar Kristensen) June 2017

All industry participants are paying more attention to the importance of food as a factor in tourists' expectations. Also, the literature and the results of this study indicate that the role of food as a supporting component in the creation of tourism-related goods and the marketing of tourist destinations is growing (Henderson, 2009; Everett & Aitchison, 2008; Rand & Heath, 2006; McKercher, Okumus, & Okumus, 2008). In this study, I hope to learn more about how the local tourism businesses view this development in light of the insights they've picked up through their interactions with various visitors. Although it may not be the main draw, eating is nonetheless a vital component for travellers who are there for other reasons. Access to delicious, locally produced cuisine is something that tourists are expecting more and more of.

The role of local food in Maldives tourism: a focus on promotion and economic development

Academics, decision-makers, and communities alike have generally ignored the connection between food and tourism until now. Yet, one of the components of tourism that is currently rising at the highest rate is food. According to studies, food serves as a symbol of culture and a lifestyle indicator. Tourists can temporarily 'join' a culture by eating the food of 'others,' however fleetingly. For the tourist, food also offers a "genuine" representation of the culture. According to tourist literature, food may play a significant part in competitive destination marketing as well as maintaining regional identity and fostering regional development. Local cuisine can be considered a way to learn about a nation's culture because it reflects the geography, history, and population of that nation. It serves as a symbol for a location and communicates the essence of the place. So, it is crucial to use food as a strategy for tourism promotion.

"A study on the importance of Food Tourism and its impact on Creating Career Opportunities amongst the Residents of Pune city"

Since food is an essential component of human life, this industry will continue to have potential for growth as long as life exists. Food experiences both inside and outside of tourism boundaries are always regarded to be part of food tourism. Pune is expanding in all areas, including tourism, which will give residents of Pune many new possibilities to enhance their culinary experiences and share those experiences with others. For inhabitants of Pune, this entire process will undoubtedly open up a wide range of professional prospects. A very sustainable method of creating new job possibilities and promoting the regional cuisine is through food tourism.

Developing Culinary Tourism: The Role of Food as a Cultural Heritage in Kenya by Roselyne N. Okech.

Food is seen as one of the grey areas of cultural and heritage tourism, along with other phenomena like religion, events, festivals, and architecture, according to Renko et al. (2010). It mostly acts as a catalyst to improve tourists' experiences in particular regions. Nonetheless, more and more academics are beginning to understand the significance of diet. They concentrate on

the significance of food in culture and view it as both a basic requirement for tourist consumption and an integral part of local culture that enhances the perception of a location. Tourists can experience a place's intangible heritage most directly through its local food, which is a key representation of that tradition (Okumus, Okumus, & McKercher, 2007; Renko et al., 2010). As a way to experience and consume other locations and cultures, culinary tourism also examines the behaviours of experimental eating and maybe unfamiliar food ways (Long, 2004). Food-based attractions can include special occasions like food festivals or cooking holidays, as well as the promotion of local cuisine through farmers' markets, improved local menu items, and the use of locally grown food produce in the hospitality supply chain (Di Domenico & Miller, 2012; Hall & Sharples, 2008). (Telfer &Wall, 1996; Torres, 2002).

RESEARCH METHODOLOGY

The framework of research design is classified into following sections.

- In the 1st section Exploratory research will be discussed. This will enable us to gain insights about the topic and familiarity for later investigation with what sort of questions would be required for the survey to follow.
- In the 2nd section Tourists survey & Hospitality professionals survey will be conducted. Through this we will be able to establish relationship between food & Tourism potential.
- Both qualitative & quantitative research techniques will be used.

This study will adopt a mixed technique approach, keeping in mind the nature of the research subject at hand. Adopting a research plan that makes use of multiple research methods is known as "mixed methods research." The potential benefits of using a mixed methods research design have been documented in the literature. First off, mixed methods are preferable for carrying out academic studies since different research issues can be more successfully addressed using both quantitative and qualitative methodologies in a single study. Second, mixed-methods research frequently aids in the development and improvement of the research inquiry. Additionally, it gives researchers more scope to analyse and contextualise their findings from a variety of angles (Tashakkori & Teddlie, 2003). The quantitative technique, according to Neuman (2006), is the

best method for observing the big picture of a particular social issue. Further, it is asserted that the survey-phase data may constrain tourist preconceptions and dining expectations. But we would also be interested in visitor assessments of their actual and post-dining experiences. For this reason, it has been suggested that the survey be followed by a qualitative research strategy. According to Strauss and Corbin (1990), using qualitative research is advantageous because it allows for a more full explanation of the attitudes, beliefs, and experiences of the research subjects.

Sampling Technique: Purposive sampling using non-probability sampling methods All (domestic and foreign) travellers visiting places of interests and participants in culinary tourism at important north Indian tourist destinations make up the survey's target group. The precise number of respondents to be included in this survey will be chosen using non-probability sampling because the precise number of visitors is unpredictable. To choose the sample from the target population, a purposive sampling technique has been suggested in particular. The benefit of utilizing purposive sampling resides in its cost and time efficiency when gathering data from a broader survey population, despite the possibility that it may impact the researcher's capacity to regulate the sample precision. the vast majority of non-probability sampling methods & the sample size isn't determined either by rules.

Sample Size: 400 or more (for both Hospitality professionals & Tourists). The amount of confidence in the data obtained, the acceptable margin of error, the types of analyses, and the size of the overall population are typically used to determine the sample size.

Research Tool: A questionnaire In the academic field of marketing, surveys are the most used technique of data collection, according to Veal (2011). As a result, this study's research tool would be a questionnaire. The method chosen to collect the qualitative information from the participants is a thorough semi-structured interview approach. Several factors play into the decision. First, compared to a structured questionnaire, this method invites the respondent to express thoughts and feelings more freely. In-depth semi-structured interviews, from the perspective of the researcher, give the researcher the opportunity to delve deeper into the way the respondents interpret their experiences, particularly in relation to the social and cultural

components that are crucial for producing distinctive and memorable experiences (Ritchie & Hudson, 2009). The questionnaire will be created on a likert scale. For analysis, it will be useful.

Statistical Technique : SPPSS would be used as the statistical technique to evaluate the data. The data would be analysed using the appropriate mathematical, statistical, and other qualitative research methodologies, including the observation of phenomena.

Sources of Data: Both primary and secondary sources would be used to gather data. A research instrument would be used to gather the primary data (questionnaire for quantitative aspects and semi-structured interview for qualitative aspects). Secondary data would be gathered from a variety of published and unpublished sources of existing literature, including personal observations of the occurrence as well as research papers, theses, the internet, magazines, newspapers, and other sources.

Work Plan : This thesis will be divided tentatively into following chapters

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

Chapter 4: Analysis and Interpretation of data

Chapter 5: Findings & Summary of Results

Chapter 6: Recommendations

Chapter 7. References / Bibliography

CONCLUSION

The Food Tourism / Culinary Tourism may have an aspect of stimulating innovation as in terms of food and involving clientele in co-creation because tourism is an activity which can't happen without the Tourists / customers. In a variety of ways, it is integrating local and global culture together. The growth of fusion cuisines, which is complemented by illuminating menu card narratives linking it to cultural and local values, is one example of these advancements. Additionally, it emphasizes the important role of values associated with culinary culture.

The role of food (whether local / global food) is definitely there but to what extent, will be defined after this research work. The results of this research will also enable us to draft food strategies which may ultimately improve the tourism potential by improving tourist experiences at said destinations.

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